



ELECTRONICS OF TOMORROW

7-9 MAY 2019 | EOT-EXPO.COM

HOSTED BY
MCH

Herning • Denmark



"I think the concept is great, and very professional.
The whole setup really works"

Søren W. Mathiasen
Vicepresident, Sales & Marketing, Prevas
Exhibitor at EOT 2017

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"EOT 2017 managed to simplify exhibition opportunities by making it cheaper and easier to exhibit. EOT created an experience for exhibitors and visitors with their interesting conference programme and the entire exhibition structure.

All of our objectives were met. The quality of the visitors was very high, and as an exhibitor, we went home with a big pile of leads"

Preben Risvang
Sales Manager, Avnet Abacus
Exhibitor at EOT 2017

Future, meet progress

Show your future at EOT, 7-9 May 2019
and meet progress

EOT is a professional and unique meeting place where exhibition, networking and conferences all come together - in a setting that optimises the time you have with your guests. Along with the rest of the technology and electronics industry, you can meet a wide range of industries with interests in and demand for your products and services.

- Turnkey concept stands make exhibiting easy and very time-efficient
- An international conference programme ensures high knowledge-sharing and diversity in visitors and industries
- Workshops, product demos and innovation areas offer exciting hands-on insights into the future
- Our special focus on startups connects you with future industries
- A unique catering concept and dining in the exhibition area ensure an optimal conditions for business and networking





TECH & BUSINESS



STARTUPS & FUNDING



SECURITY



INTERNET OF THINGS



WIRELESS & CLOUD

International conference programme

At EOT, new knowledge is at the centre of the international conference programme. Strong international speakers from, for example, Germany, UK, Sweden, Denmark, USA and Canada, with expertise in their field let you and your guests leave with valuable knowledge.

1,375 visitors participated in the conferences in total, and they gave a score of 4.3 out of 5 to the payoff of the conferences.

The 5 most-visited conferences in 2017:

- "Computing and networks", Brad Templeton (CAN), software architect and Google consultant
- "Kick-ass – From a basement to a billion", Jesper Buch, entrepreneur and investor
- "The Future is Now", Clive 'Max' Maxfield (UK), International embedded expert
- "IoT Rapid Prototyping", Daniel Lux, CEO of Seluxit
- "LoRaWAN - What it is and what it can do", Bernt-Olov Hellström (SE), Senior Field Applications Engineer at Semtech



Workshops

Even



10 Innovation Zones



Pitching Contest

ents



Startups



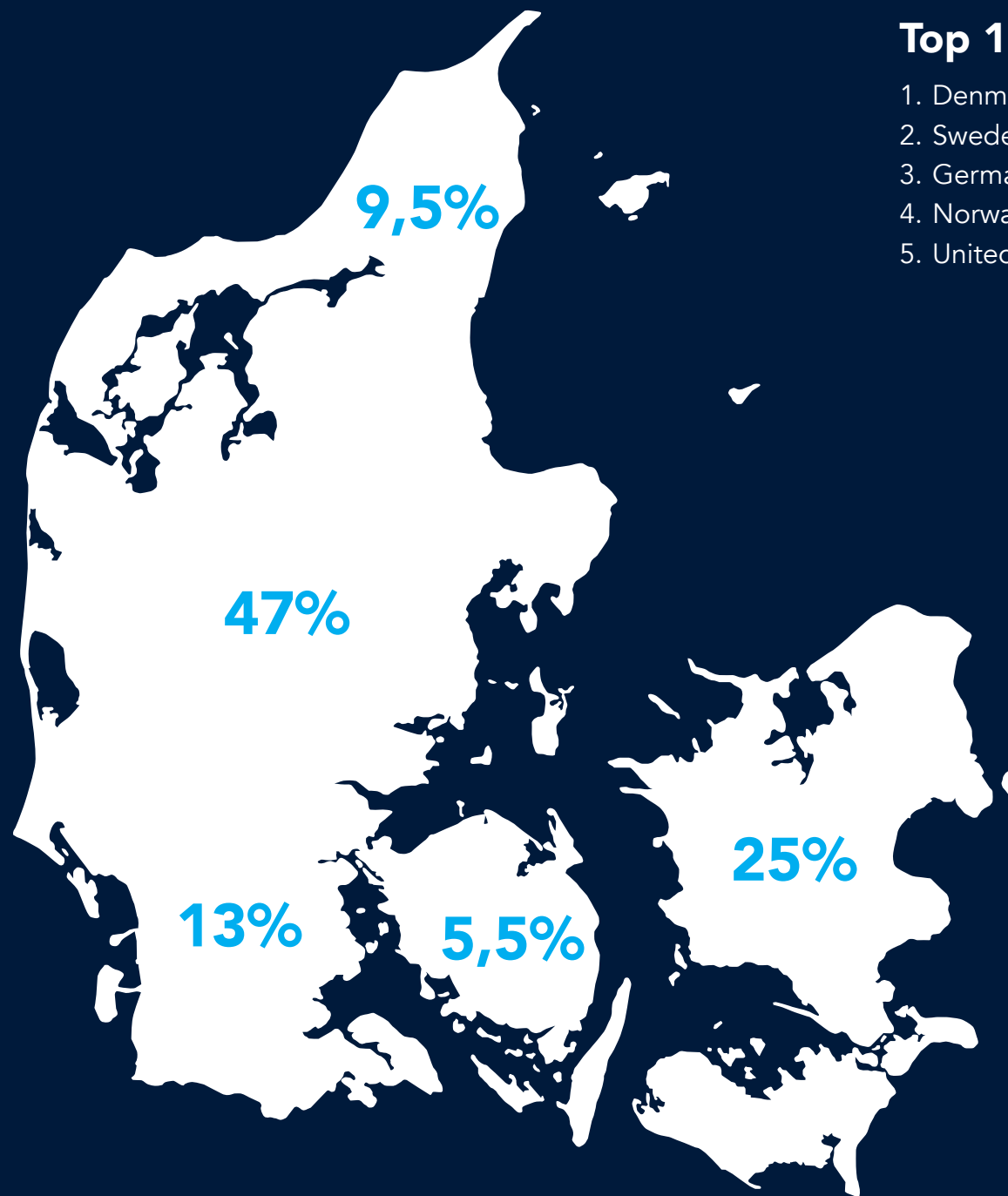
"We have rarely brought as many quality leads home as we did from EOT, so we safely say that our expectations were met.

For us, EOT has the potential to become the largest electronics trade fair in Northern Europe, so we are of course also exhibiting in 2019"

Bo Lybæk

CEO of GPV International A/S
Exhibitor at EOT 2017

Geographical distribution of visitors



Top 10 – Visiting countries

- | | |
|-------------------|--------------------|
| 1. Denmark | 6. The Netherlands |
| 2. Sweden | 7. Switzerland |
| 3. Germany | 8. Ukraine |
| 4. Norway | 9. France |
| 5. United Kingdom | 10. Serbia |

EOT 2017



87 exhibitors

- 13 of which were startups



1,497 visitors

800 unique companies

(The number of visitors excludes stand-staff and exhibitors)



Number of visitors

Tuesday: 434 visitors from 244 unique companies

Wednesday: 539 visitors from 290 unique companies

Thursday: 524 visitors from 266 unique companies

(The number of visitors excludes stand-staff and exhibitors)



Foreign visitors

61 visitors from 7 countries



1,375 conference participants

TO THE  STAGE

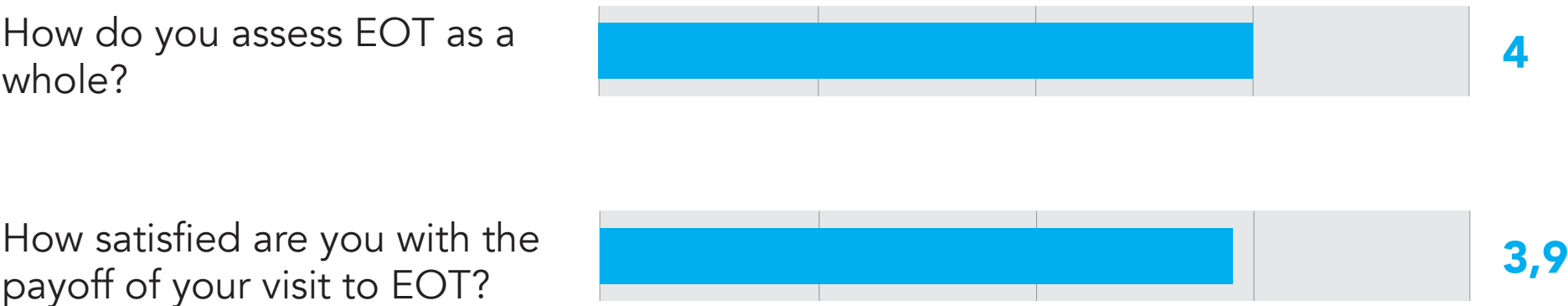
"EOT had a professional and welcoming setup, where concepts were focused and targeted the industry. Spirits were high and people were happy.

I visited EOT to find new potential suppliers and collaborators as well as to network and strengthen relationships. These expectations were certainly met.

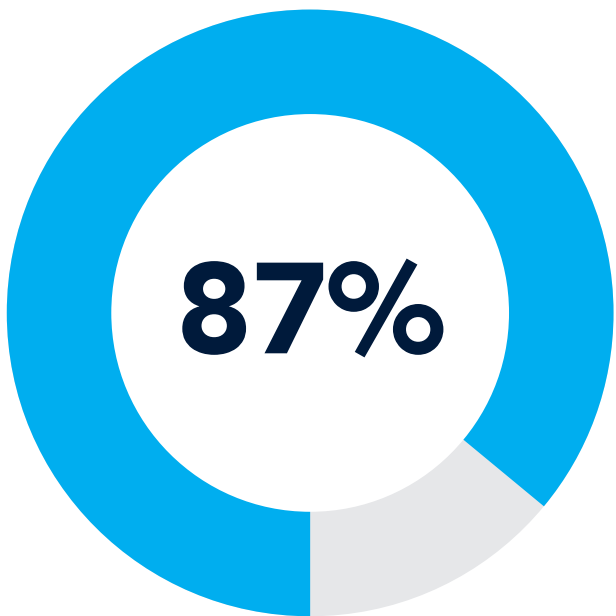
I fully expect to visit EOT again in 2019"

Thomas V. Olesen
CEO, ETC Embedded ApS
Visitor to EOT 2017

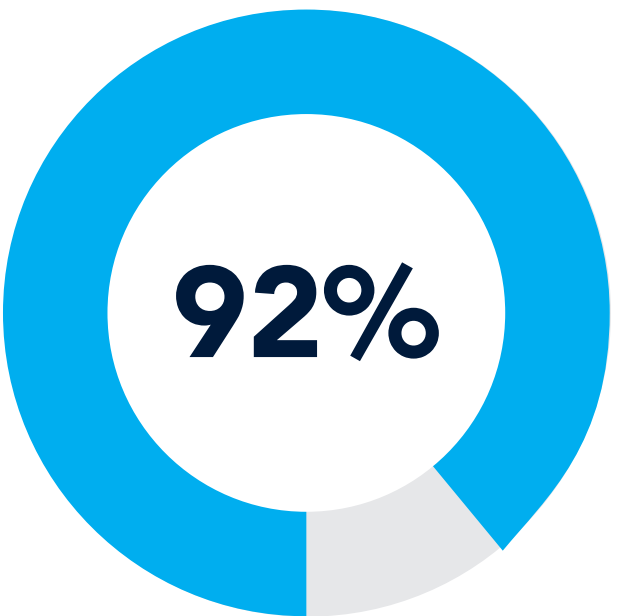
What do the visitors say?



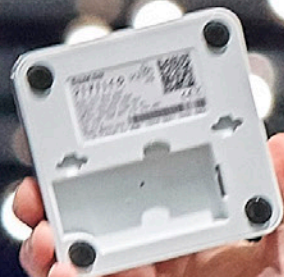
50% of visitors spent between 5-7 hours here, which is longer than a typical trade fair visit



87% would recommend EOT to others



92% expect to visit EOT again in 2019



"My visit to EOT was a really positive experience. EOT offered a highly professional and structured setup which let visitors get new inspiration, take advantage of targeted conferences and meet startups and other businesses.

The fair's size was manageable, and you had time to get lots of new knowledge and inspiration in just one day. We are facing a development project at our firm, and EOT was a unique opportunity for sparring about it. We found new suppliers and have subsequently set up meetings up with two potential partners"

Rex A. Clausager

CEO, VikingGenetics, agricultural industry
Visitor at EOT 2017

EOT is networking

At EOT, you don't just reach the electronics and technology industries. You get the opportunity to meet, network and do business with a broad range of industries.

Below, you can see the 20 primary industries who visit EOT.

- | | |
|---|---------------------------------------|
| 01 Electronics Industry - Development | 11 Research and development |
| 02 Electronics Industry - Production | 12 Telecommunications |
| 03 Electronics Industry - Hardware | 13 The pharmaceutical industry |
| 04 IT and information services | 14 Renewable energy, wind |
| 05 Education | 15 Metal industry |
| 06 Consulting | 16 Agriculture |
| 07 Manufacturers of electrical equipment | 17 Construction |
| 08 Electronics Industry - Software | 18 Water and energy production |
| 09 Mechanical engineering | 19 Transport |
| 10 Public administration, defence and the police | 20 Food industry |

EOT is business and new relationships

At EOT, you can create new and strengthen existing relationships with relevant decision-makers as well as take new knowledge and inspiration home with you.

Below, you can see the 20 primary job titles that visit EOT.

- | | |
|-------------------------------------|-------------------------------|
| 01 Director/CEO | 11 Proprietor/Owner |
| 02 Development Engineer | 12 Production Worker |
| 03 Department Manager/Leader | 13 Purchasing Manager |
| 04 Developer | 14 Sales Engineer |
| 05 Technician | 15 Product Developer |
| 06 Advisor/Consultant | 16 Production Engineer |
| 07 Key Account Manager | 17 Administration |
| 08 Sales Manager | 18 IT-employee |
| 09 Buyer | 19 Consulting Engineer |
| 10 Project Manager | 20 Production Engineer |

EOT is good branding

At EOT, you can turn your business into the future and expose your brand to strong visiting companies.

Below you can see the 20 primary companies that visit EOT.

- | | |
|---|--|
| 01 Skov A/S | 11 General Logistics Systems
Denmark A/S (GLS) |
| 02 Grundfos | 12 Migatronic A/S |
| 03 DEIF A/S | 13 Nets A/S |
| 04 TERMA A/S | 14 Siemens Gamesa A/S |
| 05 Analog Devices | 15 Vestas Wind Systems A/S |
| 06 Aarhus University | 16 VELUX A/S |
| 07 Ministry of Defence's
Board for Materials and Purchasing | 17 Kamstrup A/S |
| 08 LINAK A/S | 18 Flonidan A/S |
| 09 Schneider Electric | 19 KEA Copenhagen Business School |
| 10 Danfoss A/S | 20 Business Academy Aarhus |

Product categories and sectors

EOT is aimed with exhibitors with products and solutions within:

APP Development	Active/passive components	Displays
Electronics modules		Electronics Manufacturing (EMS)
Embedded software/hardware	EMC/ESD	Industrial IT
IoT (Internet of Things)	Consultants/development houses	PCB Design
PCB production		Process-optimization tools
Production equipment and material	Plugs and cables	Power suppliers
Testing and measuring equipment	Development tools software/hardware	
Wireless technologies		

Exhibitors at EOT 2017

EXHIBITORS

Aktuel Elektronik
Alpha-Elektronik A/S
Altoo Measurement
Science ApS
Anritsu A/S
Arrow Denmark ApS
Assel sp. z o.o.
Avnet Abacus
Avnet Integrated
Avnet Silica
AWILCO ApS
BB Electronics
Beckhoff Automation ApS
Beta ApS
BR Electronics ApS
CellTech A/S
Chemo-Electric A/S
CIM.AS
CORE-emt A/S
Data Modul AG
Data Respons A/S
Delfi Electronics ApS
Develco A/S
DMTonline ApS
EG Electronics AB
EKTOS A/S
Elektronik & Data
Eltronic A/S
ETK EMS Group
Eurochannels
Technology ApS
Expromo
Farnell Element14
First Sensor AG

Future Electronics
Geyer Electronic e.K.
GOmeasure ApS
GPV International A/S
Hamamatsu
Photonics GmbH
HP Etch AB
Innodisk Corporation
Interflux Danmark ApS
KPJ Supply ApS
Leantoo
Lemo Denmark A/S
Mekoprint A/S
Micro Technic A-S
Nohau Danmark A/S
Nordcad System A/S
Nordic Power
ODU Denmark ApS
Ossi Connectors
PCB Connect AB
Phoenix Mecano ApS
Prevas A/S
Pri-Dana Elektronik A/S
Pro4People Sp. z o.o.
RODAN Technologies A/S
Rohde & Schwarz
Danmark A/S
Rutronik GmbH
Selektro
Seluxit
Sensor ECS A/S
Seritronic A/S
Styromatic Electronic A/S
SVI A/S
TDK-Lambda Nordic

TechPeople A/S
TekPartner
Texim Europe Nordic
Tommerup Elektronik A/S
Tronex A/S
WAGO Denmark A/S
Würth Elektronik
Sweden AB
Zenitech

STARTUPS

Ads-We ApS
BygKontrol ApS
Climaid IVS
Freund Elektronik A/S
GameOnTrack A/S
MM Technology
Nabto
Plan2Fly.com -
(Dansk Drone Netværk)
Scandimatic ApS
Trendlog.io
Westcoast Computer
Worklogger

"The industry needs a new trade show and event which has control of the details in every aspect.

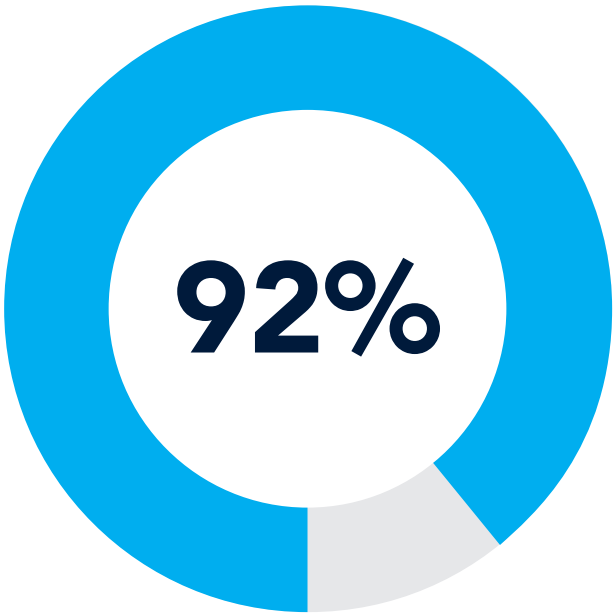
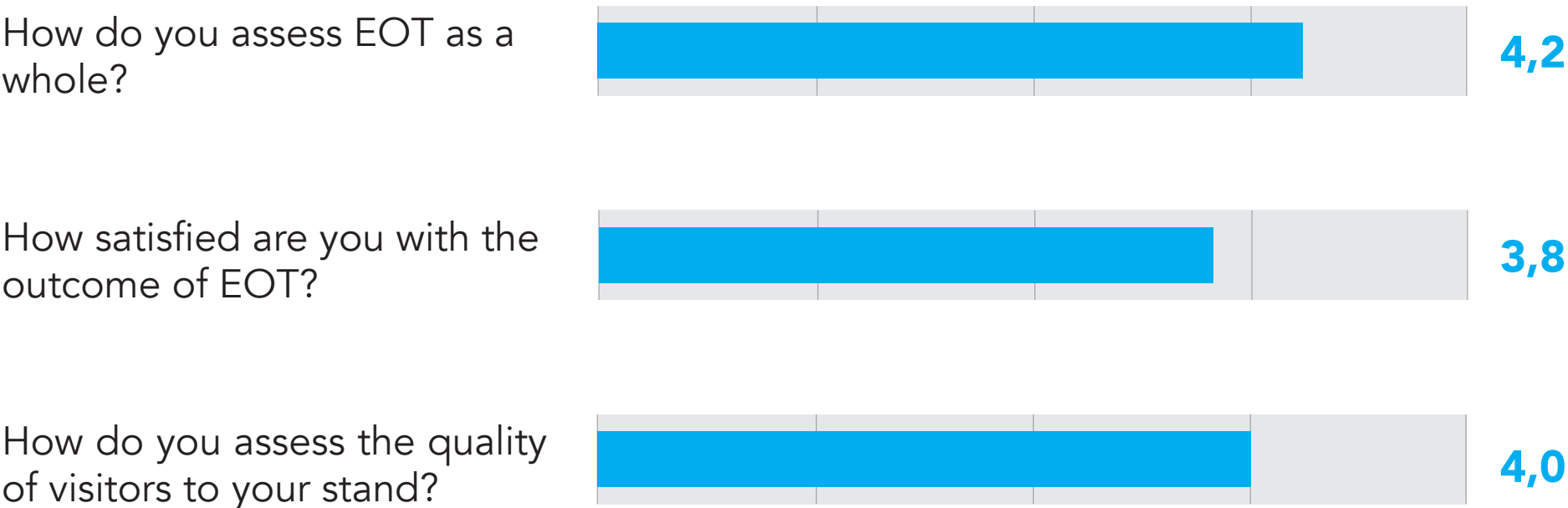
All ETK EMS 'expectations were met at EOT. We took more leads home with us than expected, and now about six weeks later we've managed to make follow-up meetings with these leads, which reflects the quality of the visitors - they were decisionmakers.

ETK EMS will certainly take part in EOT 2019, and it will be the main Danish event that we want to use to meet clients and establish new relationships"

Torben Drejer

COO ETK EMS Group A/S
Exhibitor at EOT 2017

What do the exhibitors say?



92 % believe that EOT differentiates itself from other similar activities in the industry

Marketing and PR



Offline campaign

- Visit brochure (DK, SE, NO, DE, UK version)
- Targeted invitations
- Direct mails
- Visit posters
- Targeted campaign in trade publications
- Ads in newspapers
- Online campaign



Online campaign

- News emails
- Google AdWords Campaign
- Google Display
- Banner campaign
- SEO
- Social media (Facebook, LinkedIn, Twitter)
- Collaboration with web portals (including Electronic Supply, ElektronikFOKUS)



PR activity

- Press releases
- Exhibitor press releases are distributed through MCH press service
- The trade journals special editions and special issues about EOT
- TV exposure



Network activities

- Marketing via trade organizations
- Meetings with visiting companies
- Marketing via visit ambassadors
- Participation with EOT stands at other fairs

"EOT is a professional and innovative exhibition concept, which fully lived up to our expectations. The quality of the visitors was high and we saw that visitors spent more time at the fair than what we have seen before.

As an exhibitor we got the opportunity to meet existing and potential new customers, and also got an insight into some of the problems and challenges we face as a company. We will definitely support EOT again in 2019!"

Flemming Jensen

CEO at Nohau Denmark and Chairman of Professionel Elektronik
(The Danish Electronic Association)
Exhibitor at EOT 2017

Stand concept

Easy, efficient and all-inclusive



The concept behind the fair at EOT consists of ready-to-go stands. This means that as an exhibitor at EOT, you do not have to spend time on the design of the stand or on construction and dismantling. Everything is ready for products and stand staff.

As an exhibitor you can therefore focus fully on taking care of the visitors, your customers and partners.

Basic package

- Carpet
- Modular walls
- Storage room or modular counter
- Light rig incl. lamps per. 2 m
- Printed logo on the back wall, 2 m²
- Power outlet
- Table
- 4 chairs
- Participation at the kick-off meeting
- Toolbox with marketing material
- WiFi
- Daily cleaning
- Waste bin

Selected options

- Conversation Table
- Podium in various sizes
- Glass case
- Brochure Stands
- Flowers etc.

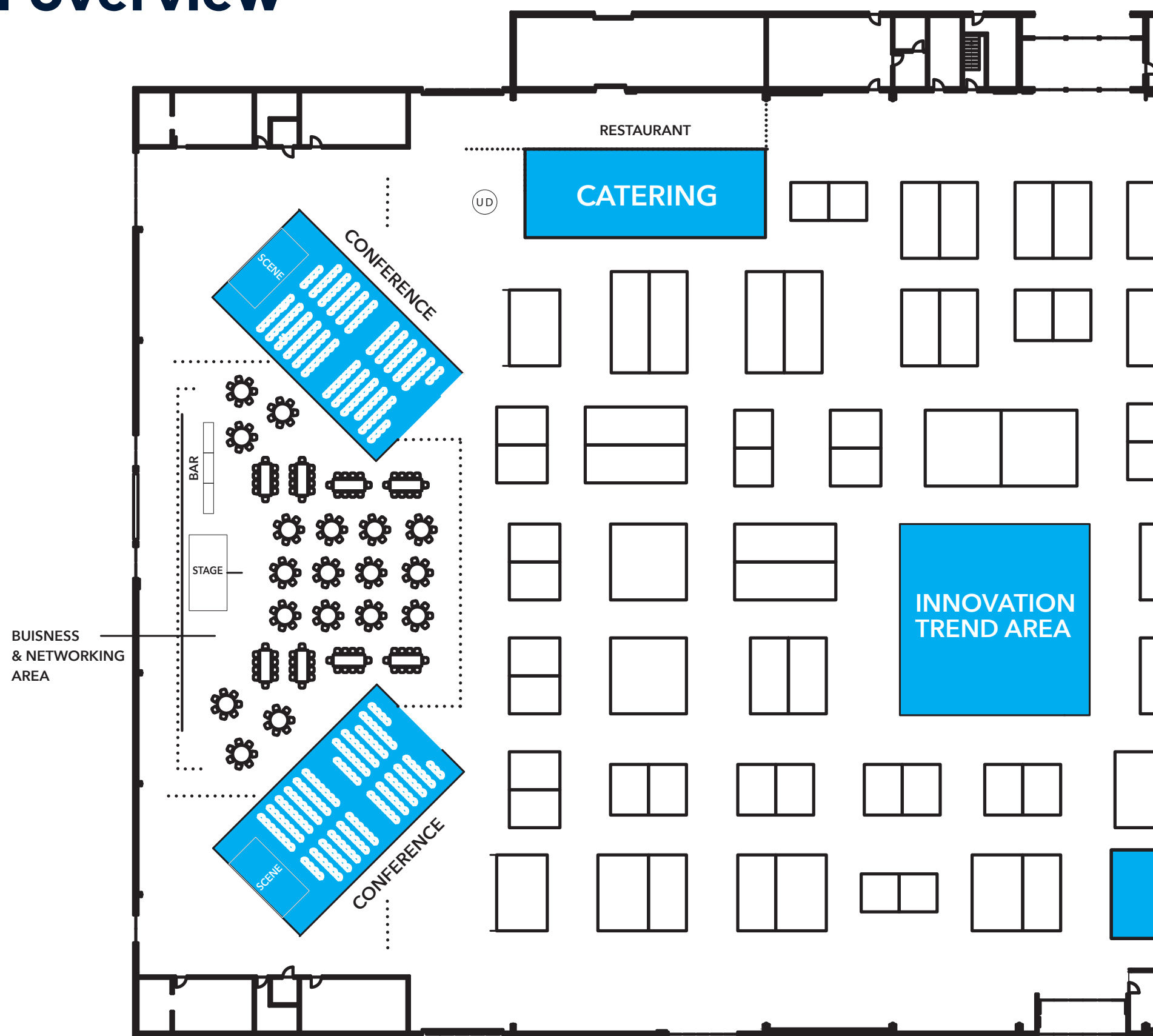
Basic package incl. construction and dismantling of the stand

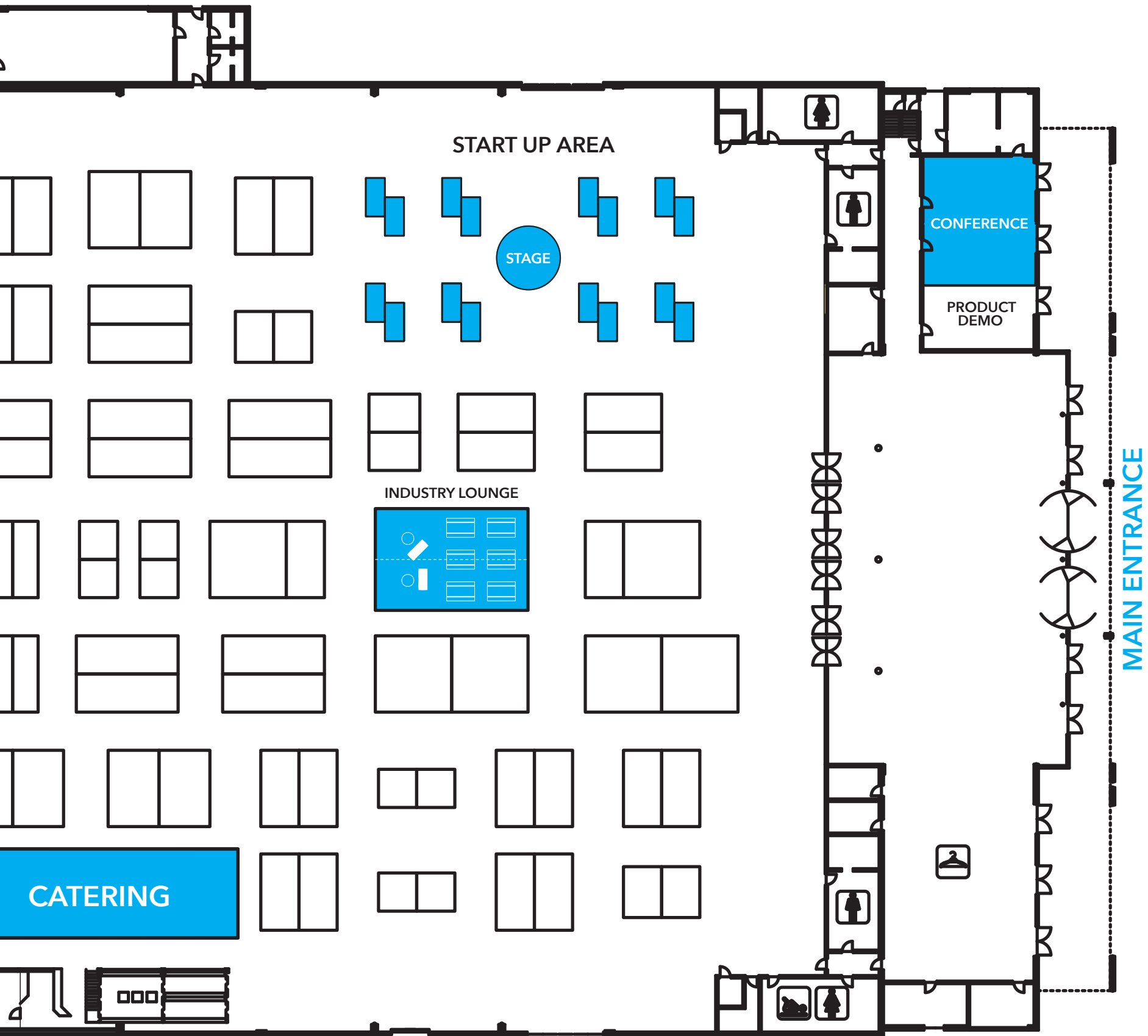
9 m ² :	DKK 34,000
12 m ² :	DKK 39,500
18 m ² :	DKK 51,000
24 m ² :	DKK 56,000
36 m ² :	DKK 69,500


All prices are excluding VAT

Note: In the basic package, either storage room or a modular counter is included

Hall overview







"My visit to the EOT gave me new knowledge and insight into the challenges we will face in the future. The range of conferences was focused and inspiring.

I took home two potential suppliers from EOT which we have already met with. It was also a great strength and a unique element that all catering was taken care of. The quality of the catering was excellent and it created a positive atmosphere at the fair."

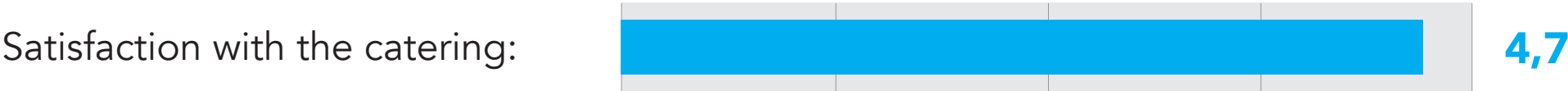
Morten Jensen

Development engineer, Danfoss A/S
Visitor to EOT 2017

Catering concept

Optimal setting for networking

Full catering for visitors and exhibitors, as well as the possibility of dining in the exhibition area, help create an optimal environment for networking with customers, suppliers and partners all day at EOT.



As an exhibitor, you host your customers

Our common goal is to attract as many visitors with the right profiles as possible. Therefore it must be easy to be a visitor to EOT, which is why full catering will be a basic part of the overall concept for EOT. The final price for the hosting will depend on the number of exhibitors and visitors, as well as the size of your stand with the following distribution key:

Distribution key

50 % of the price is determined by the number of visitors and exhibitors
(not startups and co-exhibitors)

50 % of the price is determined by the stand's size

Price example*

9 m ² : DKK 5,375	24 m ² : DKK 8,660
12 m ² : DKK 6,032	36 m ² : DKK 11,288
18 m ² : DKK 7,346	Alle priser er eksklusiv moms

*Price example for 130 exhibitors and 3,000 pax (stand staff + visitors) with a price per person of DKK 295

Trade fair packages

Simple and easy

Scandic Regina

2 × accommodation in a single room incl. breakfast

1 × ticket for network evening
1 × restaurant in town

Price DKK 3,650

Extra night

PriceDKK 1,195

Hotel Eyde

2 × accommodation in a single room incl. breakfast

1 × ticket for network evening
1 × restaurant in town

Price DKK 3,650

Extra night

PriceDKK 1,195

DGI Hotel

2 × accommodation in a single room incl. breakfast

1 × ticket for network evening
1 × restaurant in town

Price DKK 3,450

Extra night

PriceDKK 1,100

Network evening

Join us when EOT - Electronics of Tomorrow - opens its doors to a pleasant evening in an informal setting. The evening will offer delicious food and the opportunity to cultivate new and old relationships.

Save the date: Wednesday 8 May 2019.



The theme of the network evening at EOT in 2017 was New York.



The development group of EOT

Preben Risvang
 Dorthe Gårdbo-Pedersen
 Henrik Valentin Jensen
 Finn Yding Sørensen
 Torben Drejer
 Niels Jørgen Visgaard
 Bo Lybæk
 Claus Rønne
 Henrik Thamdrup
 Rolf Ask Clausen
 Søren Manicus
 Erik Morsø Christensen
 Flemming Jensen
 Tommi Sørensen
 Hans-Henrik Hybholdt
 Hans Henrik Pedersen
 Jeff Mankvard

Avnet Abacus A/S
 Develco Products A/S
 DI Digital
 DIS - Dansk Ingeniørservice A/S
 ETK EMS Group A/S
 Future Electronics A/S
 GPV International
 Hans Følsgaard A/S
 Ingeniørforeningen, IDA
 Ingeniørforeningen, IDA
 Indesmatech ApS
 Lemo Danmark A/S
 Nohau Danmark A/S
 GOMeasure
 Rutronik Elektronische Bauelemente GmbH
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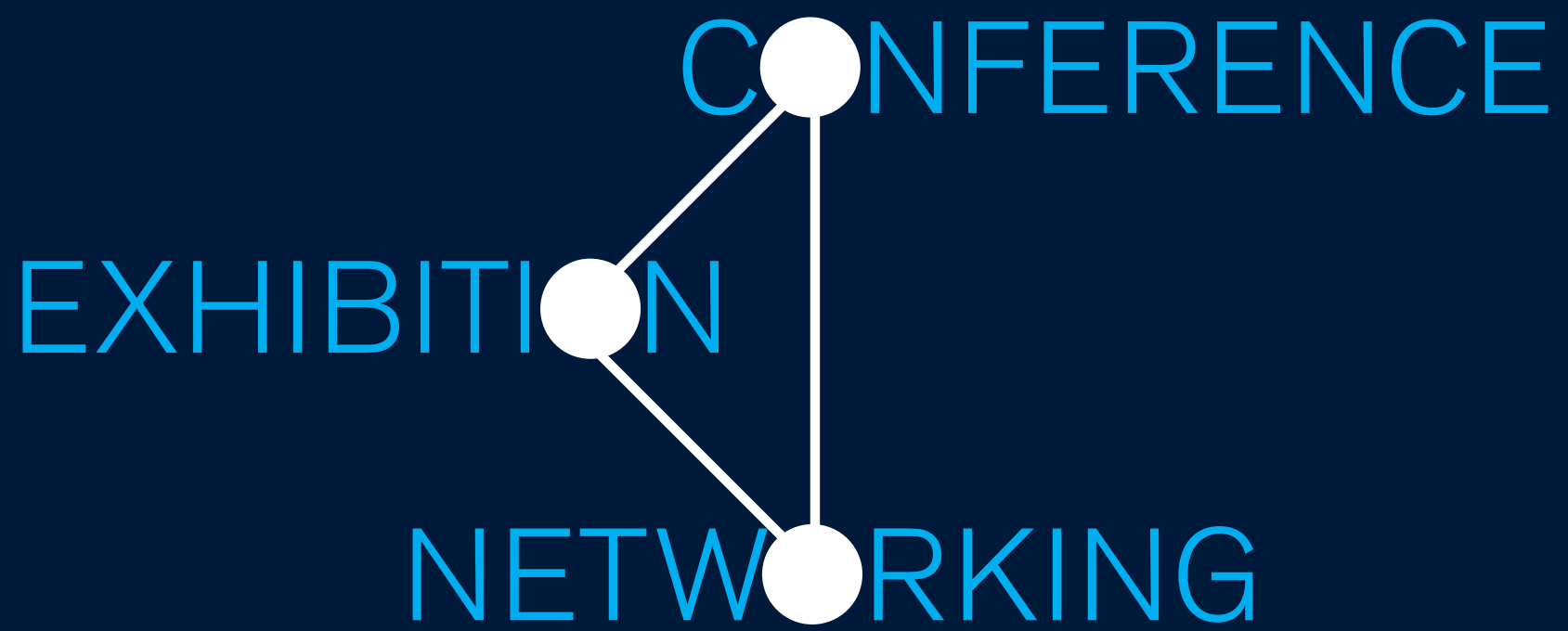
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